

CEFA PROFESSIONALS SEMINAR 2016

BUDAPEST, 9-10 MAY

The traditional CEFA professionals seminars invite specialists of the CEFA member companies to introduce and to hear more and more ideas, best practices at a very interactive, workshop type of event. This year the topic of the seminar was "The Product Development/Branding at the Exhibition Industry. 27 participants from 12 CEFA member companies attended at the this year CPS.

Hungexpo C.Co Ltd. was the generous host of the seminar. The well known Hungarian market leader, Hungexpo and its main shareholder, GLevents organized SIRHA Budapest and Bocuse d'Or European Selection at the same days. It was a great result of the product development activity, because Hungexpo put its well known brands, as Foodapest, UKBA and Hoventa under the umbrella of GLevents' famous SIRHA brand.

Gábor Ganczer, Hungexpo CEO gave a short overview on Hungexpo results in his welcome adress. The seminar started with a keynote presentation about the story of Sirha international network by Marie-Odile Fondeur, GL events Exhibitions. The following presentation by Klara Tihanyi, Hungexpo gave the participants an outstanding example to Hungary's most successful and world famous gastronomy event, Sirha Budapest and showed how to make out international cooperation and know how transfer effectively to strengthen their brands to reach great success worldwide.

After examining Sirha's and Sirha Budapest's developing tendency and the factors behind the process the workshop followed by case studies, which highlighted the most important elements of product development/branding in different kind of exhibitions. Janos Barabas, CEFA emphasized the product development is totally different from organizing and selling. Many development tasks are unique and the requirements frequently changing. It needs a careful coordination and continuous attention to the smallest details.

Participants could get more information during the presentation of Barbara Leithner, Reed Messe Wien in two different generations topics, for example how to convince the 50+ visitors coming to a lifestyle exhibition, Lebenslust instead of going to a coffee shop or restaurant. It was an other great example, VIECC – Vienna Comic Con, which is an exhibition with thematic fan groups, organized on the basis of the visitors demand.

Ms. Leihner' SWOT analysis gave a deep insight into the details of product development process.

Having heard useful information about an exhibition which was dedicated to families. Eduard Krcho, Agrokomplex Nitra CEO made a presentation about the developing story on their Children Festival, which is a smart combination of a festival and a B2C exhibition.

The first day of the seminar ended with the visit of Sirha Budapest. The participants tested the special foods and drinks, looking around the whole exhibition at Hungexpo hall A.

The second day of the seminar also kept a lot of interesting issues, beginning with the Gastronomy Event Director of GL events Exhibitions, Florent Suplisson's presentation about the Bocuse d'Or worldwide chef's championship.

Stay focused on gastronomy but changing the target group Mr. Andreas Daroudis, director of exhibitions of TIF Helexpo- held a presentation on their large, one month long event in Athen and Thessaloniki, the Chocolate Factory/Museum, which would be a worldwide really popular initiative. Choco expo is not only a once organized exhibition, but it also can be a well-known brand around the world with its individual attractions.

These presentations followed by a very incentive and thought provoking presentation about Branding and Corporate Identity by Karla Juegel, Messe/Marketing, München. According to her presentation the most important task for the companies to build up the trust of costumers and have to find the balance between money and some important soft factors. The participants got lot of useful background information about the product development process and structure at Messe München by Fabian Kauer. Using the BAUMA example, attendees got to know more about the international platforms and cooperation practice of headquarter units and outside files at Messe München.

Last, but not least the history of Technical Fair of Plovdiv International Fair's Emil Zahariev's example showed, that not only a smiley hostess can attract visitors, but the competitions and the specialized for the market programs will play a huge role in the future of exhibition industry and only stands with data would not attract visitors, show is also needed.

As a summary János Barabás drew participants' attention to important challenges of exhibition industry: digitalization, millennial generation's specifics, long-term contacts with costumers. Actually in the product development the feedback is more important, than to reach a short term success for ensuring long term and future goals. All in all, quoting Karla

Juegel, in the branding there is no good and wrong, in marketing there is only successful and unsuccessful tools.

At the end of the seminar the guests visited the Bocuse d'Or European Final and supported their national teams during the competition.

According to the participants' opinion, the CEFA Professionals Seminar in Budapest in this year was one of the best also contentual point of view. Of course the exceptionally successful SIRHA Hungary and Bocuse d'Or European Selection was an excellent background.